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U.S. Application No. 09/752,267 Art Unit 2614  
Response to February 7, 2005 Office Action

**AMENDMENT TO THE CLAIMS**

1. (Currently Amended) A method of distributing tagged programming, the method comprising:  
  
receiving providing programming to a communications network; and  
receiving communicating a data tag with the programming, wherein the data tag  
comprising comprises control data information relating to the programming;  
stripping the data tag from the programming; and  
communicating the control data to a consumer electronics device.
2. (Currently Amended) The method of claim 1, wherein the data tag is ~~added to~~ received  
with electronic program guide data.
3. (Previously Presented) The method of claim 1, wherein the data tag comprises a command to obtain real-time data from the internet that is synchronized to the programming.
4. (Previously Presented) The method of claim 1, wherein the data tag comprises a uniform resource locator link to a website that contains related information to the programming.
5. (Previously Presented) The method of claim 1, wherein the data tag obtains supplemental electronic program guide data from the internet for the programming.
6. (Previously Presented) The method of claim 1, wherein the data tag is a command to retrieve data from memory of an external device.
7. (Previously Presented) The method of claim 1, wherein the data tag is a command to retrieve data via the internet.

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8. (Previously Presented) The method of claim 1, wherein the data tag is a command for environmental control of audio equipment.
9. (Currently Amended) The method of claim 1, wherein the data tag configures the a consumer electronics device.
10. (Currently Amended) A method of distributing tagged programming, comprising:  
  
communicating electronic program guide data via a communications network; and  
communicating a data tag that has been added to the electronic program guide data, the data tag comprising a command and a parameter, the command comprising an instruction to send a control instruction to a consumer electronics device.
11. (Previously Presented) The method of claim 10, wherein communicating the data tag comprises communicating a start offset and a duration to activate the data tag.
12. (Cancel)
13. (Currently Amended) The method of claim 10, wherein communicating the data tag comprises communicating the sending control instruction information to configure audio equipment.
14. (Currently Amended) The method of claim 10, wherein communicating the data tag comprises communicating the sending control instruction information to configure lighting.
15. (Currently Amended) The method of claim 10, wherein communicating the data tag comprises communicating sending a uniform resource locator.
16. (Currently Amended) A method of receiving tagged programming, comprising:

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receiving electronic program guide data; and  
receiving processing a data tag that has been added to the electronic program guide data, the data tag comprising a command and a parameter;  
stripping the data tag from the electronic program guide data; and  
communicating the command and the parameter to a consumer electronics device.

17. (Currently Amended) The method of claim 16, wherein receiving processing the data tag comprises receiving processing a start offset and a duration that activates the data tag.
18. (Cancel)
19. (Currently Amended) The method of claim 16, further comprising ~~wherein processing the data tag comprises~~ retrieving data from the internet.
20. (Currently Amended) The method of claim 16, further comprising ~~wherein processing the data tag comprises~~ retrieving data from memory to modify a in which modifying the presentation further comprises modifying the volume of a the program based upon the at least one data tag.
21. (Previously Presented) The method of claim 16, further comprising modifying a program during a commercial.
22. (Currently Amended) The method of claim 16, further comprising ~~wherein processing the data tag comprises~~ processing an instruction to mute a volume.
23. (Currently Amended) The method of claim 16, further comprising ~~wherein processing the data tag comprises~~ processing an instruction for alternate programming during a commercial.

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24. (Currently Amended) The method of claim 16, further comprising ~~wherein processing the data tag comprises~~ processing an instruction to configure audio equipment.
25. (Currently Amended) The method of claim 16, further comprising ~~wherein processing the data tag comprises~~ processing an instruction to configure lighting.
26. (Currently Amended) The method of claim 16, further comprising ~~wherein processing the data tag comprises~~ processing an instruction to configure a motion simulator.
27. (Currently Amended) The method of claim 16, further comprising ~~wherein processing the data tag comprises~~ processing an instruction to configure an aroma generator to generate aromas.
28. (Currently Amended) The method of claim 1, further comprising communicating the control data to a consumer electronics device to mute ~~wherein the data tag mutes~~ commercial programming.
29. (Currently Amended) The method of claim 1, further comprising processing an instruction to censor ~~wherein the data tag censors~~ at least a portion of the programming.
30. (Currently Amended) A computer program for distributing tagged programming, the computer program comprising instructions for performing the steps:

receiving ~~providing~~ programming to a communications network; and  
receiving ~~communicating~~ a data tag with the programming, the data tag comprising control information relating to the programming;  
stripping the data tag from the programming; and  
communicating the control data to a consumer electronics device.

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31. (Currently Amended) A computer program according to claim 30, wherein receiving ~~communicating~~ the data tag comprises receiving ~~communicating~~ the data tag added to electronic program guide data.
32. (Currently Amended) A computer program according to claim 30, wherein receiving ~~communicating~~ the data tag comprises receiving ~~communicating~~ the data tag added to electronic program guide data, the data tag comprising a command and a parameter.
33. (Currently Amended) A computer program according to claim 30, wherein receiving ~~communicating~~ the data tag comprises receiving ~~communicating~~ the data tag added to electronic program guide data, the data tag comprising a command, a parameter, and a start offset and a duration that activates the data tag.